



ANNUAL REPORT 2010-2011





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Introduction

The Intelligent Transportation Society of America is the leading advocate for technologies that improve the safety, efficiency and sustainability of the nation's surface transportation system. Our members include private companies, public agencies, and academic institutions involved in the research, development and deployment of intelligent transportation systems that are critical for improving the safety and performance of our nation's transportation network, from highways and transit systems to automobiles and commercial vehicles.

Our Mission

To be proactive leaders for all ITS stakeholders promoting collaboration and networking in research, development and design of ITS technologies to accelerate their deployment and sustain the environment.

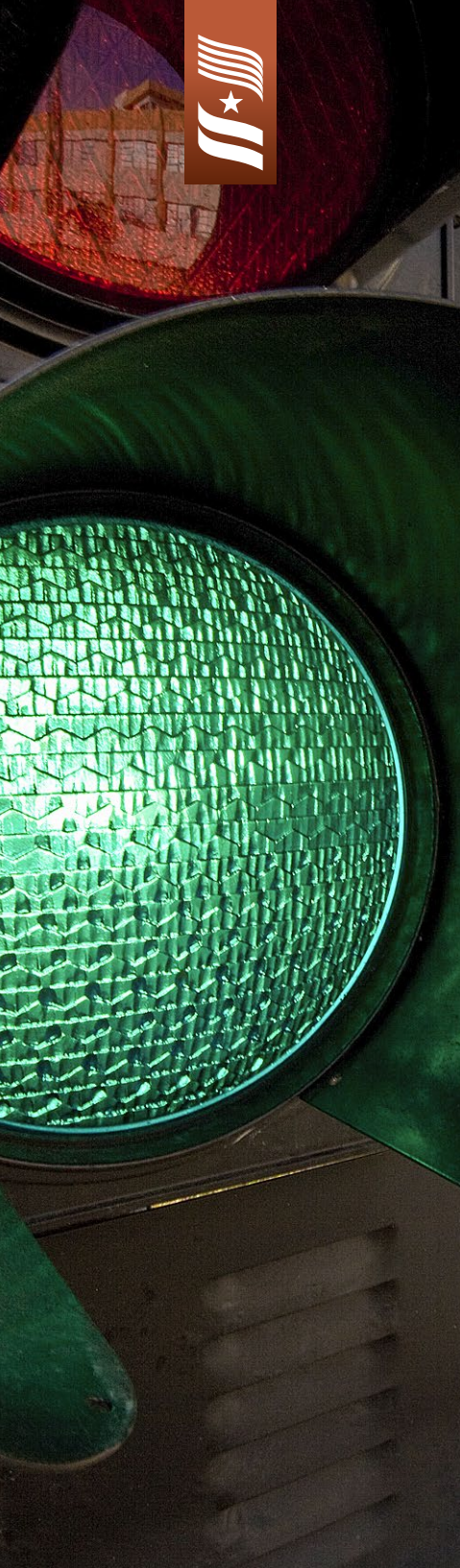
Our Vision

Help save lives, time and money and sustain the environment through broad deployment of interoperable ITS technologies.

Strategic Goals

1. Optimize member value
2. Serve as the chief advocate for intelligent transportation systems
3. Serve as a thought leader in transportation policy
4. Improve the efficiency and effectiveness of ITS America governance and operations





A Message from ITS America Leadership

This has been a critical year in regards to our nation's transportation future. As new technologies emerged to address our transportation challenges, transportation agencies across the country faced extreme budget cuts. Despite the economic crunch, our leadership and members embarked on new activities to further the mission of the organization and position the intelligent transportation industry as the solution to create a safer, cleaner, more efficient and sustainable transportation system. The Intelligent Transportation Society of America is pleased to have completed an extremely dynamic and productive year.

This year also marked an important milestone for the association as we celebrated 20 years since the initial founding by the U.S. Department of Transportation. As we approached this milestone, our leadership took the time to review the 1992 Intelligent Vehicle-Highway Systems Strategic Plan prepared by IVHS America, the predecessor to the ITS America. Although this Strategic Plan is more than 20 years old, it still remains a relevant document for the transportation technology profession. In reviewing the document, we were struck both by how similar the issues we were dealing with at the time are to those that are relevant today.

Here is a quote from the Strategic Plan that could just as easily apply today, "Surface transportation in the United States is at a crossroads. The mobility we prize so highly is threatened. Many of the nation's roads are badly clogged. Congestion continues to increase, the conventional approach of the past – building more roads – will not work in many areas of the country, for both financial and environmental reasons."

While we still face many of the same problems, we have made great progress. Here are a few examples:

- 77% of fixed bus route agencies now have AVL and real time arrival data
- 94% of all toll lanes now have electronic toll collection
- 70% of the population is covered by 511 systems (38 states)
- Thousands of miles of highway and arterial roads are now managed and under surveillance by Traffic Management Centers
- New model vehicles now include a wide array of safety technology not available in 1992 (e.g., lane departure warnings, collision warning and avoidance systems, adaptive cruise control)

The private sector Intelligent Transportation Systems market has grown to be the largest industry you've never heard of (\$48B in end use sales, 180,000 in end use jobs).

But things are changing and changing fast. Twenty years ago, no one could have imagined how the internet and smartphones could have changed our world. We now have the ability to use smart phone technology to make informed modal choices, to share cars, to share rides, to get information on the cheapest, quickest, most environmentally friendly routes, to obtain real time transit information, and to pay for parking with our phones. And this is only the beginning. Nobody could have imagined that the car manufacturers would come to view themselves as a node on a bigger network and portal for outside content from the cloud. Outside content? Really? The cloud? Huh?

We now have companies shaping transportation that are not traditional transportation companies. We have small start-ups that are using crowd sourcing to bypass traditional content providers, advertisers and traveler information providers. We have large IT companies promoting cloud solutions and applying informatics to the management of transportation systems and cities themselves. This provides the opportunity to make great strides in managing our system of systems and optimize not only at the local but at the regional level as well. We have telecommunications firms offering new 4G and LTE communication solutions that may help us leap frog many the issues currently facing the connected vehicle program. If deployed, NHTSA estimates that the connected vehicle program can potentially reduce non-impaired crashes by more than 80 percent. This is a safety break through on par with seat belts and air bags. Bringing in other, non-traditional, players can only help.

Scott Belcher, President & CEO, ITS America (left) and
Abbas Mohaddes, Chairperson, ITS America,
President & CEO, Iteris (right)



Obviously, we are excited about the future of transportation technology. There is no question that we need to resolve the current transportation funding crisis in the United States. We need long term stable funding so that state and local transportation agencies can upgrade their systems and take advantage of the new solutions that are becoming available. We need to demand more and better of our legislators. With your help, we will continue to push the transportation technology agenda in Washington, in the states, and with the private sector. Together, we can make sure that the next 20 years are even more successful than the past 20.

We invite you to gain a deeper perspective on the activities that have engaged us over the past year, as well as learn about new opportunities we are providing to connect our members with top transportation leaders and officials. We also provide detailed information on each topic on our website, www.itsa.org.

Your contributions to our organization and the ITS community are extremely important to us. We thank you for your membership and look forward to continuing working with you in the future.

A handwritten signature in black ink, appearing to read "Scott Belcher".

Scott Belcher
President & CEO, ITS America

A handwritten signature in black ink, appearing to read "Abbas Mohaddes".

Abbas Mohaddes
Chairperson, ITS America
President & CEO, Iteris



Advocacy

For the past two years, the Campaign for Intelligent Transportation Solutions has provided ITS America with the resources to engage in new levels of outreach and education to policymakers, the media and the broader transportation community, and to better leverage ITS America members and state chapters. We have worked to build stronger relationships across the stakeholder community to influence the policy debate, including partnerships with groups ranging from the Mobility Choice Coalition to Taxpayers for Common Sense to publish reports and policy recommendations supporting increased investment in ITS solutions. Additionally, ITS America ramped up legislative outreach working closely with the ITS Caucus, providing legislative language to key House and Senate committees, and hosting ITS events on Capitol Hill. As a result, ITS America been able to successfully advance the ITS community's legislative priorities in the surface transportation reauthorization process and position the industry as a key component in improving travel efficiency, safety and economic growth.

Congressman **Randy Hultgren** (R-IL), House Transportation and Infrastructure (T&I) Committee at ITS America Congressional Roundtable



Senator Tom Carper (D-DE), Senate Environment and Public Works Committee at ITS America Congressional Roundtable

Transportation Reauthorization

The transportation reauthorization bill reflects the active participation of ITS America members in educating Members of Congress and advocating collectively for our priorities on Capitol Hill and in the media. Consistent with ITS America's reauthorization priorities, the legislation will begin the transition to a more performance-based transportation network while incorporating ITS into the statewide and metropolitan planning process, ensuring broad eligibility for ITS projects within every major formula program, and providing funding for both ITS research and deployment projects. In addition, Members of Congress from both parties have been actively engaged in promoting ITS solutions to improve safety, mobility and system efficiency, as well as to support future transportation financing alternatives.



SMART Technologies for Communities Act

ITS America joined U.S. Reps. Mike Rogers, R-MI, and Russ Carnahan, D-MO, to introduce a bipartisan bill designed to spur innovation and accelerate the deployment of technology solutions to help states and communities address their transportation challenges. The SMART Technologies for Communities Act aimed to create a pilot program in up to six communities to serve as large-scale model deployment sites for ITS technology to improve safety, mobility and the environment. The bill was endorsed by a broad range of automotive, transit, business and environmental leaders and helped shape the transportation reauthorization debate to encourage a greater focus on technology solutions.



Scott Belcher, President & CEO, ITS America

5.9 GHz band

Congresswoman Doris Matsui (D-CA) and Congressman Greg Walden (R-OR) introduced similar bills this year that would have opened up the 5.9 GHz band to unlicensed users or auctioned off the spectrum as part of the spectrum reform bill, which would have seriously jeopardized our efforts to advance the deployment of a connected vehicle network. ITS America led a coalition of our members and partners urging both Representatives to drop the provision, arguing that the 5.9 GHz band is critical for reducing traffic injuries and fatalities. As a result, the 5.9 GHz provision which had been in previous versions of the bill was removed when the Jumpstarting Opportunity with Broadband Spectrum (JOBS) Act of 2011 was introduced, and instead a follow-up study of the issue is being conducted by the National Telecommunications and Information Administration (NTIA).





Congressman Earl Blumenauer (D-OR), House Ways and Means and House Budget Committees

Congressional Roundtable

This year, ITS America held Congressional Roundtable events with U.S. Senators Tom Carper (D-DE) and Johnny Isakson (R-GA); Congressman John “Jimmy” Duncan, Jr. (R-TN), Chairman of the House T&I Subcommittee on Highways and Transit; Congressman Richard Hanna (R-NY), Vice Chairman of the Highways and Transit Subcommittee; incoming House T&I Committee Chairman Bill Shuster (R-PA); and Congressmen Steve Austria (R-OH); Chuck Fleischman (R-TN); Brian Bilbray (R-CA); Earl Blumenauer (D-OR); and Duncan Hunter (R-CA). A Congressional Roundtable was also held during the 18th World Congress with House T&I Committee members Russ Carnahan (D-MO) and Randy Hultgren (R-IL), as well as former Transportation Secretary Mary Peters and former T&I Chairman Jim Oberstar.



Avego's Managing Director Sean O'Sullivan, Director of Government Relations, Jason M. Conley, and Product Manager, Joseph Malone

Smart Technology Showcase & Reception

ITS America hosted more than 200 attendees for a Smart Technology Showcase & Reception on Capitol Hill to provide Members of Congress and staff, media, and industry leaders with the opportunity to experience intelligent transportation systems in action, as well as a preview of the 18th ITS World Congress. Eleven Members of Congress attended from both parties, including seven House T&I Committee members, along with professional staff from all of the House and Senate committees of jurisdiction, and numerous other staffers, agency officials, and industry leaders. Thanks again to the following exhibitors who did a fantastic job representing the industry and raising the profile of ITS solutions on Capitol Hill: ACS, A Xerox Company; Aldis, Inc.; Avego Corporation; Carnegie Mellon University; Cubic Transportation Systems; Econolite Group, Inc.; Free Enterprises; Kapsch TrafficCom IVHS; Meritor WABCO; Sensys Networks; TomTom; TrafficCast; Traficon USA; University of Maryland Center for Advanced Transportation Technology; Vaisala; Volvo Technology of America; and ZoomSafer.



Jim Hogan, former Executive Director of Statewide Traffic Operations, NJDOT Commissioner Jim Simpson and ITS America President and CEO Scott Belcher

Smart Solution Spotlight

Our Smart Solution Spotlight award has successfully showcased innovative ITS deployments across the country, generating positive media coverage and bringing increased visibility and support from local Members of Congress and other policymakers. In 2011, ITS America recognized the Minnesota Department of Transportation, the Pittsburgh Cultural Trust and Carnegie Mellon University, the New York Metropolitan Transportation Authority and TRANSCOM, the New Jersey Department of Transportation and Turnpike Authority, and the U.S. DOT's Research and Innovative Technology Administration's Joint Program Office, the Crash Avoidance Metrics Partnership and the Vehicle Infrastructure Integration Consortium.





Research & Initiatives

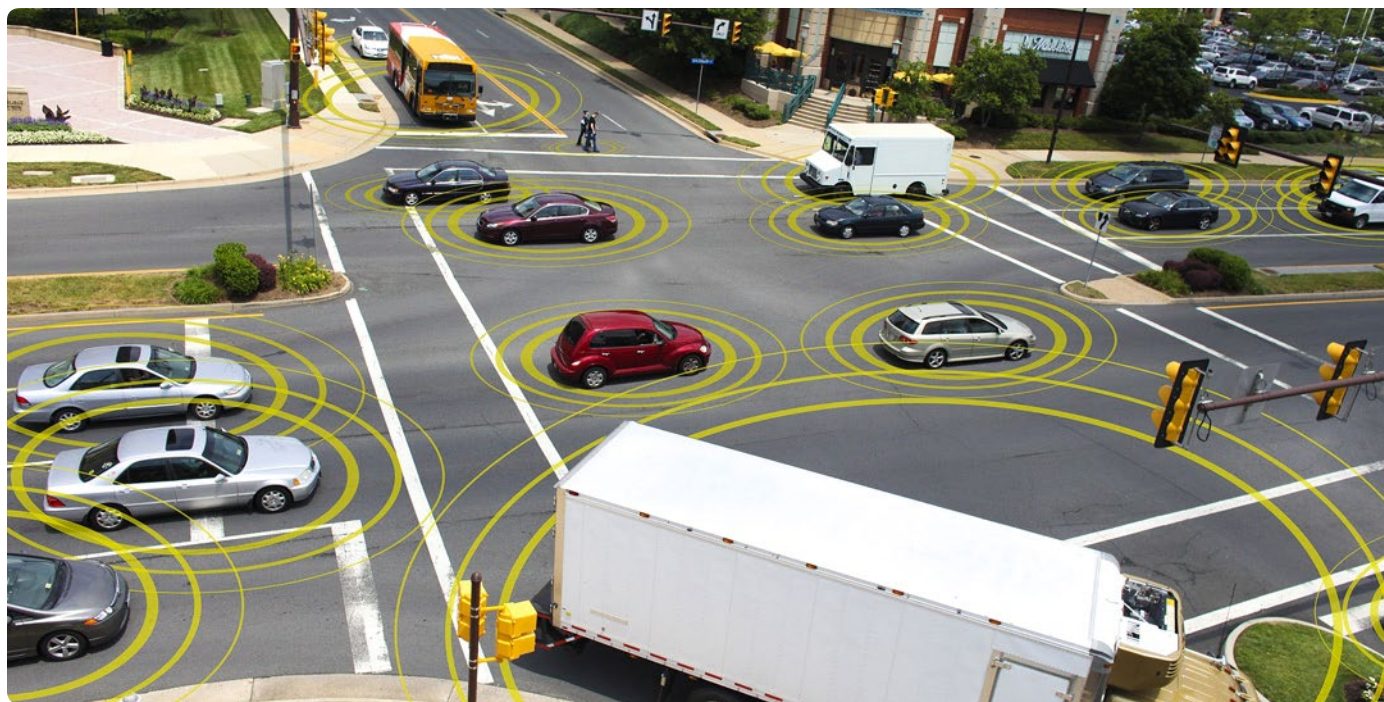
ITS America Assumes Leadership of ITS Standards Group

ITS America is now the lead administration of the U.S. Technical Advisory Group for Intelligent Transportation Systems and serving as International Secretariat for the International Organization for Standardization's ITS Technical Committee. ITS America took over from the Telecommunications Industry Association (TIA), which had administered the groups since 2006. The technical committee, formally known as Technical Committee 204 (ISO/TC204), is the main body responsible for international ITS standardization, which includes setting standards for information, communications and control systems related to surface transportation such as traveler information, traffic management, transit, commercial transportation, emergency services and commercial services in the ITS field.



Market Data Study

ITS America teamed up with IHS Global Insight for a U.S. DOT-commissioned report on the jobs outlook for the high-tech transportation industry. The report, which was the most comprehensive study to date on the scope of the ITS industry in the United States and North America, found that the intelligent transportation sector is expanding with revenues of \$48 billion in 2009 projected to grow to \$67 billion by 2015. The report suggests the ITS technology sector will outpace other industries in job creation and revenue growth, with jobs that pay approximately 75 percent more than the national average wage. This is an area where the U.S. is rapidly becoming an innovation leader. The federally commissioned report found that ITS employment impacts every state in the U.S. with 180,000 U.S. end-use private sector jobs and approximately 445,000 total jobs in the value chain in 2009, corresponding to 0.3 percent of the 138 million jobs in the U.S. Additionally, the employment outlook is positive and better than for the economy overall with the U.S. ITS end-use market expected to add between 3,600 to 6,400 jobs each year through 2015, when private sector end-use market ITS employment is projected to reach more than 205,000. Results further indicate that states and cities with reduced budgets are turning to technology solutions to optimize existing highway capacity and modernize the transportation system.



Technology Scan

ITS America has been active in publishing a series of Connected Vehicle Technical Insight Reports and has assessed emerging, converging, and enabling technologies outside the domain of mainstream transportation research. These reports are part of the Technology Scan and Assessment project whose purpose is synthesize and enrich the discussion about new technologies between members of the engineering community that focus on intelligent transportation systems. For the ITS research community, the effort helps establish, or otherwise validate or revise, key assumptions in regarding utility, scalability, security, and safety of future technologies that may appear in transportation. Scan reports address trajectories of a number of different data-driven technologies, and focus on issues, maturity, capability, affordability, adaptability, economies of scale and scope, and market demand, as applied in the transportation domain. Assessment reports look at broader themes or scenarios that may impact transportation, such as new developments in the energy sector, or global trends in software development and security.

The project is part of the Connected Vehicle program, which focuses on the next development of a next generation network enabling localized Vehicle-to-Vehicle, Vehicle-to-Infrastructure and Vehicle-to-Device applications (V2X) to improve the safety, mobility and environmental performance of our transportation system. Each Connected Vehicle Technical Insight Report enumerates and describes in detail a number of future technology-enabled systems, such as fourth generation wireless networks, that V2X may leverage or interface with in the future. Scanning reports published to date describe future technologies and systems such as 4G Long Term Evolution Advanced (LTE Advanced), and advanced sensors suites and machine-to-machine (M2M) application platforms that are anticipated to be deployed in the next five to seven years. Future assessment reports will address trends in vehicle electrification and information technology and security, specifically the design of secure systems, as well evolution of IT risk management strategies that may impact transportation.



World Congress

The 18th World Congress on Intelligent Transport Systems (ITS) and ITS America's Annual Meeting & Exposition is being called the best-ever US-based World Congress. After five days of meeting in October 2011 to discuss the future of transportation in the United States, major policy makers and industry officials agree that intelligent transportation systems (ITS) will be the key to improving travel efficiency and safety, as well as improving the economy.

Deborah Hersman,
National Transportation Safety Board Chair

During an interview after his plenary address, U.S. Transportation Secretary Ray LaHood said that intelligent transportation is “the next generation for technology and safety.” He added, “This will create thousands of jobs when these technologies really become available.” House Transportation and Infrastructure (T&I) Committee Chairman John Mica (R-FL) agreed adding, “We’ve got to look at a whole new way of financing transportation and we’ve also got to get more bang for our buck. And the thousands of delegates that have come from around the United States and the world with intelligent transportation system(s) are part of the solution, because there are many ways in which you can increase the traffic flow, the efficiency, not only on the ground, but in the air and on rail by using intelligent transportation methods.”

The World Congress took place in Orlando, FL from October 16-21, with thousands of manufacturers, government agencies and ITS advocates attending the event to network and identify critical solutions that will help solve the congestion, safety and high-cost of road travel in the United States. Attendees witnessed the future of road transportation through hundreds of exhibits and an outdoor Technology Showcase featuring 25 live demonstrations of “connected vehicles” and other technologies. The event also featured a stellar lineup of speakers including National Transportation Safety Board (NTSB) Chairman Deborah Hersman, General Motors Vice President of Global R&D Alan Taub and Florida Governor Rick Scott.



President of ITS Japan, Hiroyuki Watanabe and Abbas Mohaddes, President/CEO of Iteris, Inc., and Chair of ITS America Board of Directors



Dr. Joseph F. Coughlin, Director of the Massachusetts Institute of Technology AgeLab at the 18th ITS World Congress in Orlando, FL

The World Congress showcased “connected vehicle” technology which allows cars to communicate with the roadway and each other. During his remarks to the delegates, Ford Motor Company Executive Chairman Bill Ford Jr. said, “We need to view the automobile as one element of a transportation ecosystem and look for new ways to optimize the entire system. We need cars that communicate with each other and also with the world around them to make driving safer and more efficient.” He spoke of his vision of vehicles being connected to the cloud and said that the “connection revolution has begun.”

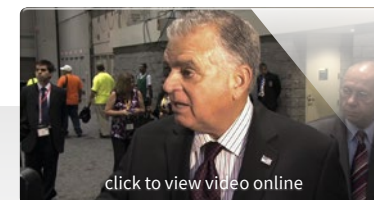
One of the biggest attractions of the Congress was the opportunity to participate in test drives demonstrating Connected Vehicle technology. Attendees were bused to the Walt Disney World Speedway, where they were grouped in vehicles outfitted with Connected Vehicle technology. Participants were driven by professional drivers in the vehicles to experience the effectiveness of the safety applications in various potential crash scenarios.

The vehicles used will be part of the actual test fleet that will participate in the U.S.DOT Safety Pilot program. The objective of the review was to show how V2V interoperability among vehicles from different automotive manufacturers can allow cars to communicate and understand each other. These connected vehicle safety systems may help drivers avoid crashes regardless of vehicle make, model, or type.

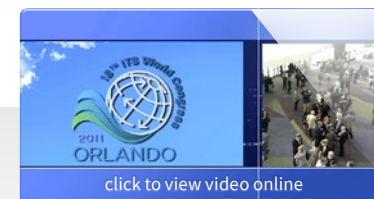
According to U.S. DOT estimates, “connected vehicle” technologies have the potential to address a staggering 81 percent of all unimpaired driver-related crash scenarios. National Highway Traffic Safety Administration (NHTSA) Administrator David Strickland attended the World Congress and issued statement said that, “With its potential to save lives and prevent injuries, connected vehicle technology could be a real game-changer for vehicle safety.” ▶



18th ITS World Congress 2011 Video Highlights



U.S. Secretary of Transportation
Ray LaHood discusses how intelligent
transportation can help create jobs.



Highlights from the 18th World Congress
on Intelligent Transport Systems in
Orlando, Florida.







2011 Best of ITS Awards

Awards were presented by **Abbas Mohaddes**, President & Chief Executive Officer of Iteris Inc., and Chair of the ITS America Board of Directors, **Mike Doyle**, Chairman and CEO of Econolite and the former Chair of the ITS America Board of Director, and **Scott Belcher**, President and CEO of ITS America.



Best New Innovative Products, Services, or Applications recognizes innovative projects that provide transportation solutions to users through ITS deployments, including the areas of public safety, security, surface transportation efficiency and the reduction of carbon emissions. First place went to **Houston TranStar** for “Cost Effective Arterial Network Travel Times”; Carnegie Mellon University’s “Tiramisu Transit” took second place; and the Florida Department of Transportation District 4 “Maintenance Inventory Management System” took third place.



The category of **Best New Innovative Practices** acknowledges projects in the areas of rural ITS, sustainability in transportation, marketing and outreach, partnership deployment and research and innovation. **Chicago Department of Transportation’s** took first place for “Chicago Traffic Tracker”; The Vermont Agency for Transportation’s “RWIS-VMS Automation and Florida DOT District 6’s “95 Express Marketing and Outreach Program” tied for second place; and Houston TranStar took third place for its “Real Time Travel Monitoring System for Hurricane Evacuation Routes” project.”



The **Hall of Fame Awards** recognize the life-long champions of technology's vital role in transportation, and recipients personify achievement in the ultimate standards for a leader in the ITS field. Hall of Fame inductees included **William Millar** of the American Public Transportation Association, **Thomas Deen** with the Transportation Research Board, and **William Harris** of Texas A&M University.



ITS America also presented awards to three state chapters. The **Outstanding State Chapter Award** recognizes chapter achievements in 2010 with the award divided into two categories based on size. **ITS Florida** was the Outstanding State Chapter in Division 1 with ITS Minnesota honored as a runner-up; ITS Connecticut took home the award in Division 2.



A new award, the **Membership Growth Award**, was presented this year to reward state chapters that have excelled at attracting and retaining members. The runner-up, ITS Connecticut, experienced a 19 percent increase in membership in 2010. The winner, the **Gulf Region ITS Chapter**, or GRITS, tripled in size in the first part of 2010 from their 2009 establishment.



Membership

Information Exchange and Professional Development

Webinar Series

ITS America debuted its webinar series dedicated to leading topics in transportation technology research, deployment and policy at the close of 2010. Since then, we have hosted more than 30 sessions lead by industry experts and high-ranking government officials from across the country and around the world. At the close of each session, members have the opportunity to pose questions to the invited speaker, and every session has been recorded and archived. ITS America looks forward to finding new content and expert speakers to continue to improve this member-only benefit. To learn more about the series and to register for future sessions, visit us at <http://bit.ly/ITSAWebinarSeries>.

Knowledge Center 2.0

Every year, ITS America hosts the foremost experts on intelligent transportation systems at its Annual Meeting and Exhibition. In November 2011, ITS America unveiled the Knowledge Center 2.0, the one and only online database containing every scientific and technical paper submitted to ITS America conferences since the year 2000. Members use a unique username and password to access hundreds of papers detailing the industry's latest on subjects like distracted driving, telematics, performance measures, commercial fleet management, traffic operations, incident management, cyber security, and countless other topics. Browse our collection at <http://bit.ly/ITSAKnowledgeCenter>.

Traffic Operators for the Metropolitan Area Transportation Operations Coordination Program (MATOC)

Business Development Resources

ITS Industry Source

Members receive a discounted listing in the fourth edition of this unique online search tool that provides users with quick access to an extensive directory of industry-specific products and services. The ITS Industry Source also includes Request for Information (RFI) functionality that allows users to contact participating suppliers with a click of a button. Explore the Industry Source at <http://itsaindustrysource.com/>.

Public Sector in Search of Solutions

ITS America is committed to connecting the public and private sectors to develop transportation technology solutions specific to the needs of every city, county, state and federal agency. Any public agency may submit a request for information, qualification, proposal or other business opportunity to be shared on the ITS America website, home to the country's best transportation technology solution producers. Browse the latest RFPs at <http://bit.ly/PublicSectorRFP>.

ITS Career Center

If you need to hire a transportation technology professional or are searching for a new job in the industry, look no further than ITS America's Career Center. Member organizations receive substantial discounts on posting new positions, and individual users can browse job openings for free. Take the next step in your ITS career by visiting <http://bit.ly/ITSACareerCenter>.

State Chapters Flourish

At the start of 2012, ITS America was proud to announce expansion to 27 state and regional chapters covering more than 40 states, the largest network ITS America has seen since its inception in 1991. Each chapter has a unique set of bylaws, hosts its own Annual Meeting and Exhibition, and maintains a regional ITS agenda, website and resources. Delegates from every chapter convene monthly by web conference and once a year in person as part of the State Chapters Council to share news and coordinate with ITS America's national staff and Board of Directors. Through the Council, chapters are able to take advantage of national benefits like access to the U.S. Department of Transportation's Professional Capacity Building Program, national workshops on best practices for non-profits, a membership rebate program, and additional professional and business development resources.

To learn more about the state chapters program visit <http://www.itsa.org/aboutus/statechapters>

ITS Alaska

ITS Arizona

ITS California

ITS Connecticut

ITS Florida

ITS Georgia

Gulf Region ITS
(Alabama, Louisiana, Mississippi)

ITS Heartland
(Missouri, Iowa, Kansas, Nebraska, Oklahoma)

ITS Maryland

ITS Massachusetts

ITS Michigan

ITS Midwest
(Illinois, Indiana, Kentucky, Ohio)

ITS Minnesota

ITS Nevada

ITS New Mexico

Committee for a Smart New Jersey

ITS New York

ITS Oregon

ITS Pennsylvania

ITS Rocky Mountain
(Idaho, Utah, Montana, Colorado, Wyoming)

ITS Tennessee

ITS Texas

ITS Virginia

ITS Washington

ITS West Virginia

SmartWays Wisconsin



New Members from August 2010–March 2012

Activu	Cell Control	Inline Connections
Advanced Transportation Concepts	CH2MHill	Intel
Airbiquity	City of Montreal	Keystone Public Affairs
Alliance for Toll Interoperability	Clemson	Kleiner Perkins Caufield & Byers
Alpha2Omega MTP	DriveCam	Lecky Integration
Applus Technology	EAC Consulting	Manatee County Government
B & C Engineering/911 Emergency & Traffic Alerts	EPV Group, LLC	Maser Consulting
Bay County Traffic Engineering	E-Squared Engineering	Meritor Wabco
Beat the Traffic	FLIR Systems	Mid-Region Council of Governments
Belden	Florida International University	Municipality of Anchorage
Bendix	Fontinalis Partners, LLC	National Renewal Energy Laboratory
Berkeley Transportation Systems	Ford	Naztec
Beveridge & Diamond, PC	Franklin County Engineer	Nevada DOT
Bishop Consulting	Free Enterprises	Park Assist
BLIC, Inc.	GARMIN Automotive OEM	Parkmobile
BMW	Gladstone Consulting	Pemcco, Inc.
Cadogan Consulting	Grice and Associates	Penn State University
Capitol Metropolitan Transit	Guggenheim Securities	R.D. Mingo Associates
Car Buddy Corporation	Hewlett-Packard	Raytheon
Carrier & Gable	Hi-Tech Solutions	Ricardo, Inc.

Membership Diversity is Our Strength

Rochester Genesee Regional Transit Authority
 SAIC
 Simrex
 Skyline Network Engineering
 Slicker Interactive
 Stantec Consulting Services, Inc.
 Streetline, Inc.
 Thousand Island Bridge Authority
 TomTom
 TÜV Rheinland
 Urban Informatics Corporation
 Virgin Valley Cab Company
 Weris, Inc.
 Wisconsin DOT
 ZoomSafer



446 Members from...

Academia 28	Homeland Security 7	Public Agencies 97	Telecommunications 14
Automotive 8	Information Technology 26	Public Safety 7	Telematics 14
Commercial Vehicle 4	Infrastructure 36	Public Transit 24	Toll Operations 12
Contractor 3	Legal Counsel 4	Research 9	Transportation Planning 32
Environment 5	Nonprofit 70	Supplies 7	Traveler Information 17
Finance 6	Other 11	Systems Architecture 5	



Leadership

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Iteris, Inc.

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University of Michigan
Transportation Research Institute

Jill M. Ingrassia Secretary
AAA

Dana Christensen Treasurer
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The Texas A&M University System

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John English
Utah Transit Authority

Patrick McGowan
Telvent Transportation North America

Bryan Mistele
INRIX

Gerry Mooney
IBM Corporation

Keith T. Parker, AICP
VIA Metropolitan Transit

Ken Philmus
Xerox

Keith R. Puls
Verizon Business

Bill Russell
Eberle Design Inc.

Janette Sadik-Khan
New York City Department of Transportation

David St. Amant
Econolite Control Products, Inc.

Tom Sorel
Minnesota DOT

Connie Sorrell
Virginia Department of Transportation

David Sparks
TransCore Holdings, Inc.

Kirk Steudle
Michigan Department of Transportation

Linda S. Watson
Capital Metropolitan Transportation Authority

Ex Officio Members

Scott Belcher
ITS America

Tom Brahms
Institute of Transportation Engineers (ITE)

John Horsley
American Association of State Highway and
Transportation Officials (AASHTO)

Michael P. Melaniphy
American Public Transportation Association

Shelley Row
U.S. DOT, RITA

Bob Skinner
Transportation Research Board (TRB)

Coordinating Council

Steve Dellenback Chair
Southwest Research Institute

Brad Dennard Vice Chair
Atkins

Policy and Business Council

John English Chair
Utah Transit Authority

Ken Philmus Vice Chair
Xerox

State Chapters Council

Tom West Chair
California Center for Innovative Transportation

Marshall Elizer Vice Chair
Gresham Smith and Partners

Executive Staff

Scott F. Belcher
President & CEO

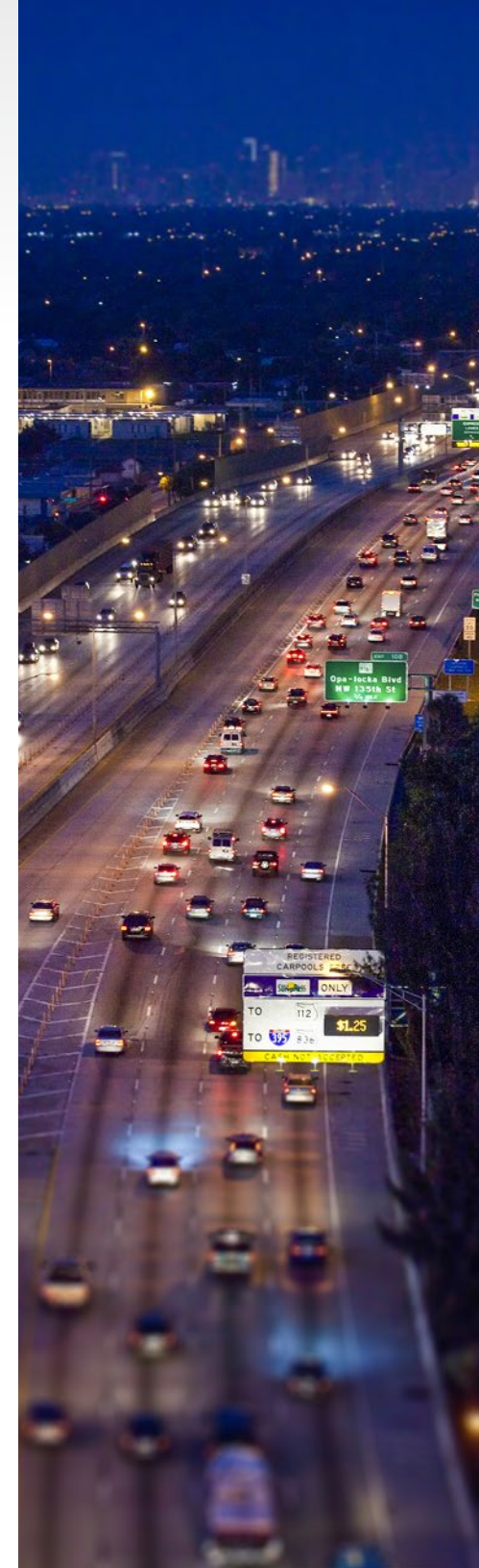
Tom Kern
Executive Vice President

Tom Cox
Vice President, Finance, Administration,
and Information Technology & CFO

Paul Feenstra
Vice President of Government Affairs
and Public Affairs

Joerg “Nu” Rosenbohm
Chief Technology Officer

Cherie Gibson
Director of Communications





Financials

Intelligent Transportation Society of America

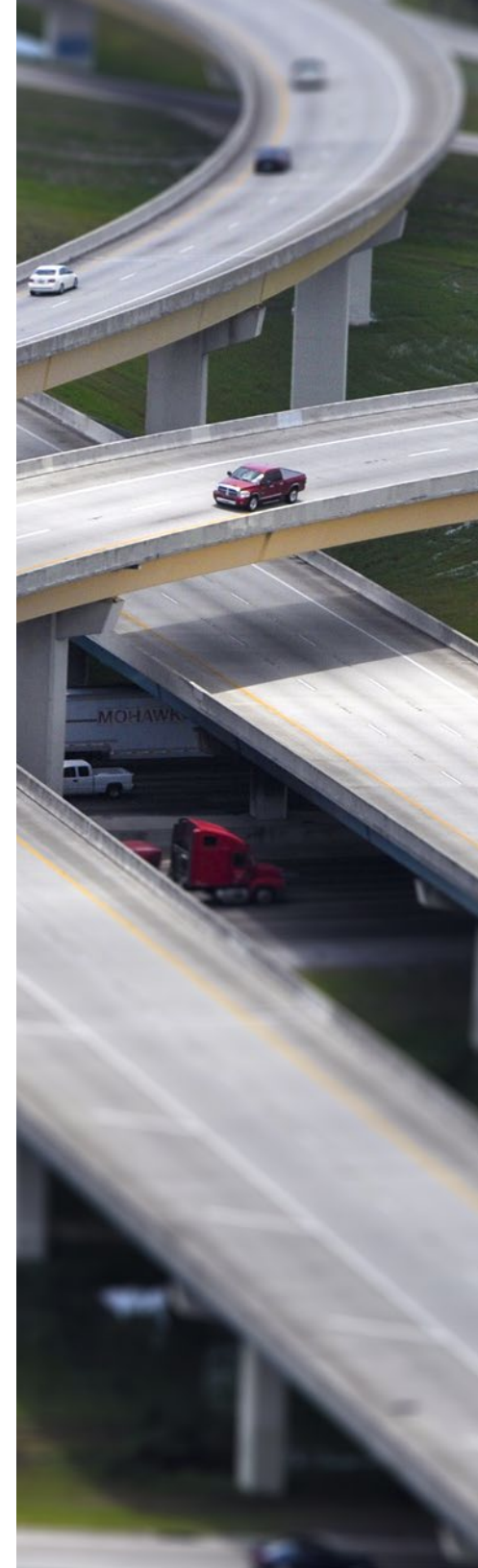
Statement of Activities and Changes in Net Assets For the Year Ended December 31, 2010

	Unrestricted	Temporarily Restricted	Total
Revenues and Support			
Federal Award Revenue	\$ 2,316,886	\$ -	\$ 2,316,886
Annual Meeting Revenue	1,480,873	-	1,480,873
Membership Dues	999,213	-	999,213
Sponsorships and Contributions	153,182	204,542	357,724
Miscellaneous	71,693	-	71,693
World Congress Meeting Revenue	67,600	-	67,600
Other Meetings and Workshops	35,597	-	35,597
Interest and Dividends	5,925	-	5,925
Net Assets Released from Restrictions	75,133	(75,133)	-
Total Revenues and Support	5,206,102	129,409	5,335,511
Expenses			
Salaries	2,045,231	-	2,045,231
Annual Meeting	557,613	-	557,613
Rent	406,743	-	406,743
Consulting and Contracted Services	930,821	-	930,821
Payroll Tax Expense	150,794	-	150,794
Group Health Insurance	141,127	-	141,127
Non-Staff Travel	191,889	-	191,889
Depreciation	97,149	-	97,149
Staff Travel	101,867	-	101,867
Printing	71,113	-	71,113
Pension Expense	81,239	-	81,239
Telephone	39,920	-	39,920
Group Life and Other Insurance	53,686	-	53,686
Professional Fees	45,523	-	45,523
Miscellaneous	48,895	-	48,895
Bank Fees	28,516	-	28,516
Copying and Publishing	28,979	-	28,979
Postage	9,624	-	9,624
Subscriptions	3,417	-	3,417
Advertising and Promotion	3,770	-	3,770
Other Meeting Expense	20,780	-	20,780
Supplies	15,522	-	15,522
Small Computer and Software Costs	5,864	-	5,864
Office Expense	8,629	-	8,629
Staff Membership Costs	2,125	-	2,125
Total Expenses	5,090,836	-	5,090,836
Increase in Net Assets from Operations	115,266	129,409	244,675
Net Investment Gains	3,010	-	3,010
Changes in Net Assets	118,276	129,409	247,685
Net Assets - Beginning of Year	938,784	6,413	945,197
Net Assets - End of Year	\$ 1,057,060	\$ 135,822	\$ 1,192,882

Intelligent Transportation Society of America

Statement of Activities and Changes in Net Assets For the Year Ended December 31, 2011

	Unrestricted	Temporarily Restricted	Total
Revenues and Support			
World Congress Meeting Revenue	\$ 5,873,866	\$ -	\$ 5,873,866
Federal Award Revenue	2,010,689	-	2,010,689
Membership Dues	1,021,393	-	1,021,393
Sponsorships and Contributions	129,054	91,103	220,157
Other Meetings and Workshops	63,140	-	63,140
Interest and Dividends	7,538	-	7,538
Miscellaneous	7,253	-	7,253
Net Assets Released from Restrictions	142,521	(142,521)	-
Total Revenues and Support	9,255,454	(51,418)	9,204,036
Expenses			
Meetings	2,942,351	-	2,942,351
Salaries	2,352,249	-	2,352,249
Consulting and Contracted Services	1,715,623	-	1,715,623
Rent	390,970	-	390,970
Printing	264,989	-	264,989
Staff Travel	216,266	-	216,266
Non-Staff Travel	167,044	-	167,044
Payroll Tax Expense	147,672	-	147,672
Group Health Insurance	131,041	-	131,041
Postage	111,150	-	111,150
Supplies	90,720	-	90,720
Bank Fees	79,417	-	79,417
Depreciation	69,966	-	69,966
Telephone	67,601	-	67,601
Pension Expense	55,821	-	55,821
Group Life and Other Insurance	41,135	-	41,135
Professional Fees	40,515	-	40,515
Copying and Publishing	33,071	-	33,071
Miscellaneous	32,229	-	32,229
Office Expense	19,681	-	19,681
Advertising and Promotion	19,170	-	19,170
Subscriptions	9,830	-	9,830
Other Meeting Expense	9,594	-	9,594
Small Computer and Software Costs	7,303	-	7,303
Staff Membership Costs	4,504	-	4,504
Total Expenses	9,019,912	-	9,019,912
Changes in Net Assets	235,542	(51,418)	184,124
Net Assets - Beginning of Year	1,057,060	135,822	1,192,882
Net Assets - End of Year	\$ 1,292,602	\$ 84,404	\$ 1,377,006





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